



WDAF-TV

ORDER

Print Date 10/24/12 Page 1 of 4

Flight Dates 10/23/12-10/29/12

Contract / Revision 571510 / Product ED MARTIN FOR MO Order Sep 00:15:00
Original Date / Revision 10/24/12 10/24/12 Estimate # C23C29
Billing Type Cash Alt Order # 09804595
Advertiser Martin/RAG/MO Order Type GENERAL
Billing Contact Billing Cycle EOM/EOC
Agency Smart Media Group LLC Billing Calendar BROADCAST
Buying Contact Demographic A35+
814 King Street Rev Codes SP-POL CAN GEN
Suite 400 Product Codes PL11a
Alexandria, VA 22314 Priority 3
Agency Ref Advertiser Ref

Primary Account Executive
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Share 20% Market Value 46125

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	31%	14298
KCWE	%	0
KMBC	30%	13837
KMCI	%	0
KPXE	%	0
KSHB	19%	8763
KSMO	%	0

Order Totals

Month	# of Spots	Billing Plan		Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
		Start Date	End Date						
October 2012	21	\$7,140.00	\$8,400.00	0.00	10/01/12	10/28/12	21	\$7,140.00	\$8,400.00
November 2012	3	\$701.25	\$825.00	0.00	10/29/12	10/29/12	3	\$701.25	\$825.00
Totals	24	\$7,841.25	\$9,225.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	4	10/23/12	10/23/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	-T-----	:30	1	\$200.00	3	0.00	NM	0	\$0.00
NEWS AT 9A															
Spot	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
1	Week: 10/22/12	10/28/12	-T-----	1	\$200.00	0.00									
	Ch	Date Range	Description	Start/End Time			Weekdays	Length		Rate	Rtg	Type			
1	4	10/22/12-10/28/12	M-F 9-10a	9-10a			-T-----	:30	(\$200.00)	0.00	NM				
Credited															
2	4	10/24/12	10/24/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	--W----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NEWS AT 9A															
Week:	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
10/22/12	10/28/12	--W----	1	\$200.00	0.00										
3	4	10/25/12	10/25/12	CM-All	9-10a		--T--	:30	1	\$200.00	3	0.00	NM	1	\$200.00



WDAE-TV

Print Date: 10/24/12

Page 2 of 4

Contract / Revision

571510 Flight Dates 10/23/12-10/29/12

Hiatus Dates

Original Date / Revision

10/24/12/ 10/24/12

Order Sen 00:15:00

Advertiser **Martin/RAG/MO**

Product ED MARTIN FOR MO

Estimate # G23G29



WDAB-TV

Print Date: 10/24/12

Page 3 of 4

<u>Contract / Revision</u>	571510	<u>Flight Dates</u> 10/23/12-10/29/12	<u>Hiatus Dates</u>
<u>Original Date / Revision</u>	10/24/12/	10/24/12	<u>Order Sep</u> 00:15:00
<u>Advertiser</u>	Martin/R/AG/MO	<u>Product</u> ED MARTIN FOR MO	<u>Estimate #</u> C23C29



WDAE-TV

Print Date: 10/24/12

Page 4 of 4

Contract / Revision 571510 Flight Dates 10/23/12-10/29/12 Hiatus Dates

Original Date / Revision 10/24/12 / 10/24/12 Order Sep 00:15:00

Advertiser Martin/RAG/MO Product ED MARTIN FOR MO Estimate # C23C29

Totals 24 \$9,225.00



WDAF-TV

ORDER

Print Date 10/24/12 Page 1 of 5

Flight Dates 10/16/12-10/22/12

<u>Contract / Revision</u>	571517 /	<u>Product</u>	<u>Order Sep</u>	00:15:00
<u>Original Date / Revision</u>		<u>ED MARTIN FOR MO</u>	<u>Estimate #</u>	C16C22
	10/24/12 10/24/12	<u>Agency Com</u> 15%	<u>Alt Order #</u>	09804593
		<u>Billing Contact</u>	<u>Billing Type</u>	Cash
<u>Advertiser</u>	Martin/R/AG/MO		<u>Order Type</u>	GENERAL
		814 King Street	<u>Billing Cycle</u>	EOM/EOC
<u>Agency</u>	Smart Media Group LLC	Suite 400	<u>Billing Calendar</u>	BROADCAST
		Alexandria, VA 22314	<u>Demographic</u>	A35+
<u>Buying Contact</u>			<u>Rev Codes</u>	SP-POL CAN GEN
814 King Street		<u>Sales Office</u> DC-M	<u>Product Codes</u>	PL11a
Suite 400		<u>Sales Region</u> NAT	<u>Priority</u>	3
Alexandria, VA 22314		<u>Agency Ref</u>	<u>Advertiser Ref</u>	

Primary Account Executive

Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Share 20% Market Value 45125

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	31%	13988
KCWE	%	0
KMBC	30%	13537
KMCI	%	0
KPXE	%	0
KSHB	19%	8573
KSMO	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Billing Plan		# Spots	Net Amount	Gross Amount
					Start Date	End Date			
October 2012	30	\$7,671.25	\$9,025.00	0.00	10/01/12	10/22/12	30	\$7,671.25	\$9,025.00
Totals	30	\$7,671.25	\$9,025.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	4	10/16/12	10/16/12	M-F 9-10a	CM-All	9-10a	-T-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
				M-F 9-10a											
NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/15/12	10/21/12	-T-----			1	\$200.00			0.00					
2	4	10/17/12	10/17/12	M-F 9-10a	CM-All	9-10a	--W----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
				M-F 9-10a											
NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/15/12	10/21/12	--W----			1	\$200.00			0.00					
3	4	10/18/12	10/18/12	M-F 9-10a	CM-All	9-10a	---T---	:30	1	\$200.00	3	0.00	NM	1	\$200.00
				M-F 9-10a											
NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/15/12	10/21/12	---T---			1	\$200.00			0.00					



WDAF-TV

Print Date: 10/24/12

Page 2 of 5

Contract / Revision 571517 Flight Dates 10/16/12-10/22/12 Hiatus Dates

Original Date / Revision 10/24/12/ 10/24/12 Order Sep 00:15:00

Advertiser Martin/R/AG/MO Product ED MARTIN FOR MO Estimate # C16C22

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
4	4	10/16/12	10/19/12	M-F 9-10a	CM-All	9-10a	----F--	:30	1	\$200.00	3	0.00	NM	1	\$200.00	
M-F 9-10a																
NEWS AT 9A																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/15/12	10/21/12			----F--		1	\$200.00			0.00						
5	4	10/22/12	10/22/12	M-F 9-10a	CM-All	9-10a	M-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00	
M-F 9-10a																
NEWS AT 9A																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/22/12	10/28/12			M-----		1	\$200.00			0.00						
6	4	10/16/12	10/16/12	M-F 12p-1p	CM-All	12-1p	-T-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00	
M-F 12p-1p																
NOON NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/15/12	10/21/12			-T-----		1	\$200.00			0.00						
7	4	10/17/12	10/17/12	M-F 12p-1p	CM-All	12-1p	--W----	:30	1	\$200.00	3	0.00	NM	1	\$200.00	
M-F 12p-1p																
NOON NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/15/12	10/21/12			--W----		1	\$200.00			0.00						
8	4	10/18/12	10/18/12	M-F 12p-1p	CM-All	12-1p	---T---	:30	1	\$200.00	3	0.00	NM	1	\$200.00	
M-F 12p-1p																
NOON NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/15/12	10/21/12			---T---		1	\$200.00			0.00						
9	4	10/19/12	10/19/12	M-F 12p-1p	CM-All	12-1p	----F--	:30	1	\$200.00	3	0.00	NM	1	\$200.00	
M-F 12p-1p																
NOON NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/15/12	10/21/12			----F--		1	\$200.00			0.00						
10	4	10/22/12	10/22/12	M-F 12p-1p	CM-All	12-1p	M-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00	
M-F 12p-1p																
NOON NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/22/12	10/28/12			M-----		1	\$200.00			0.00						
11	4	10/16/12	10/16/12	M-F 4-5p	CM-All	4-5p	-T-----	:30	1	\$250.00	3	0.00	NM	1	\$250.00	
M-F 4-5p																
JUDGE JUDY																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/15/12	10/21/12			-T-----		1	\$250.00			0.00						
12	4	10/17/12	10/17/12	M-F 4-5p	CM-All	4-5p	--W----	:30	1	\$250.00	3	0.00	NM	0	\$0.00	
M-F 4-5p																
JUDGE JUDY																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/15/12	10/21/12			--W----		1	\$250.00			0.00						
Seat	Ch	Date Range	Description		Start/End Time											
1	4	10/15/12-10/21/12	M-F 4-5p		4-5p											
Credited																
13	4	10/18/12	10/18/12	M-F 4-5p	CM-All	4-5p	---T---	:30	1	\$250.00	3	0.00	NM	1	\$250.00	
M-F 4-5p																
JUDGE JUDY																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/15/12	10/21/12			---T---		1	\$250.00			0.00						



WIRAL-TV

Print Date: 10/24/12

Page 2 of 3

Contract / Revision

571597

Flight Dates 10/16/12-10/22/12

Hiatus Dates

Original Data / Revision

10/24/12 / 10/24/12

Order Sub 00:15:00

Advertiser Martin/R/AG/MO

Product ED MARTIN FOR MO

Estimate # E10022



WDAF-TV

Print Date: 10/24/12

Page 4 of 5

<u>Contract / Revision</u>		571517	<u>Flight Dates</u> 10/16/12-10/22/12			<u>Hiatus Dates</u>									
<u>Original Date / Revision</u>		10/24/12/	10/24/12			<u>Order Sep</u> 00:15:00									
<u>Advertiser</u> Martin/R/AG/MO		<u>Product</u> ED MARTIN FOR MO			<u>Estimate #</u> C16C22										
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals
23	4	10/22/12	10/22/12	M-F 7-9a	CM-All	7-9a	M-----	:30	1	\$375.00	3	0.00	NM	1	\$375.00
NEWS															
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week: 10/22/12		10/28/12	M-----		1		\$375.00	0.00							
24	4	10/20/12	10/20/12	Sa 7-9a	CM-All	Sa 7-9a	-----S-	:30	1	\$300.00	3	0.00	NM	1	\$300.00
NEWS															
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week: 10/15/12		10/21/12	-----S-		1		\$300.00	0.00							
25	4	10/21/12	10/21/12	Su 7-9a	CM-All	Su 7-9a	-----S	:30	1	\$300.00	3	0.00	NM	1	\$300.00
NEWS 7A SUN															
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week: 10/15/12		10/21/12	-----S		1		\$200.00	0.00							
E 26	4	10/17/12	10/17/12	M-F 9-10p	CM-All	9-930p	--W----	:30	1	\$800.00	3	0.00	NM	0	\$0.00
FOX NEWS AT 9															
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week: 10/15/12		10/21/12	--W----		1		\$800.00	0.00							
<u>Spot</u>		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>		<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1			4 10/15/12-10/21/12	M-F 9-10p		9-930p	(9:00 PM-9:30 PM)		:30	(\$800.00)		0.00	NM		
Credited															
27	4	10/19/12	10/19/12	M-F 9-10p	CM-All	9-930p	-----F--	:30	1	\$800.00	3	0.00	NM	0	\$0.00
FOX NEWS AT 9															
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week: 10/15/12		10/21/12	-----F--		1		\$800.00	0.00							
<u>Spot</u>		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>		<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1			4 10/15/12-10/21/12	M-F 9-10p		9-930p	(9:00 PM-9:30 PM)		:30	(\$800.00)		0.00	NM		
Credited															
29	4	10/18/12	10/18/12	MLB Championship Series	CM-All	3p-CC	---T---	:30	1	\$1,400.00	2	0.00	NM	1	\$1,400.00
MLB Championship Series															
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week: 10/15/12		10/21/12	---T---		1		\$1,400.00	0.00							
30	4	10/18/12	10/19/12	M-F 4-5p	CM-All	4-5p	---TF--	:30	1	\$250.00	3	0.00	NM	1	\$250.00
JUDGE JUDY															
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week: 10/15/12		10/21/12	---TF--		1		\$250.00	0.00							
31	4	10/18/12	10/19/12	M-F 10-1030p	CM-All	10-1030p	---TF--	:30	1	\$800.00	3	0.00	NM	1	\$800.00
M-F 10-1030p															
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week: 10/15/12		10/21/12	---TF--		1		\$800.00	0.00							
32	4	10/17/12	10/19/12	M-F 430a News	CM-All	430-5a	--WTF--	:30	1	\$0.00	VIP	0.00	NM	1	\$0.00
M-F 430a News															
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week: 10/15/12		10/21/12	--WTF--		1		\$0.00	0.00							
33	4	10/17/12	10/19/12	M-F 1132p-1202a	CM-All	M-F 1132p-1202a	--WTF--	:30	2	\$0.00	VIP	0.00	NM	2	\$0.00
M-F 1132p-1202a															
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week: 10/15/12		10/21/12	--WTF--		2		\$0.00	0.00							



WDAF-TV

Print Date: 10/24/12

Page 5 of 5

Contract / Revision 571517 Flight Dates 10/16/12-10/22/12 Hiatus Dates
Original Date / Revision 10/24/12 / 10/24/12 Order Sep 00:16:00
Advertiser Martin/R/AG/MO Product ED MARTIN FOR MO Estimate # C16C22

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals	Amount	
															Totals	30	\$9,025.00



WDAF-TV

Print Date: 10/23/12

Page 2 of 4

<u>Contract / Revision</u>		571510	<u>Flight Dates</u> 10/23/12-10/29/12				<u>Hiatus Dates</u>								
<u>Original Date / Revision</u>		10/23/12	10/23/12				<u>Order Sep</u> 00:15:00								
<u>Advertiser</u>	Martin/R/AG/MO			<u>Product</u>	ED MARTIN FOR MO			<u>Estimate #</u>	C23C29						
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Totals	Amount
3	4	10/25/12	10/25/12	M-F 9-10a	CM-All	9-10a	---T---	:30	1	\$200.00	3	0.00	NM	1	\$200.00
M-F 9-10a															
NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/28/12		---T---		1				\$200.00		0.00			
4	4	10/26/12	10/26/12	M-F 9-10a	CM-All	9-10a	----F--	:30	1	\$200.00	3	0.00	NM	1	\$200.00
M-F 9-10a															
NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/28/12		----F--		1				\$200.00		0.00			
6	4	10/23/12	10/23/12	M-F 12p-1p	CM-All	12-1p	-T-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
M-F 12-1p															
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/28/12		-T-----		1				\$200.00		0.00			
7	4	10/24/12	10/24/12	M-F 12p-1p	CM-All	12-1p	--W----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
M-F 12-1p															
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/28/12		--W----		1				\$200.00		0.00			
9	4	10/26/12	10/26/12	M-F 12p-1p	CM-All	12-1p	----F--	:30	1	\$200.00	3	0.00	NM	1	\$200.00
M-F 12-1p															
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/28/12		----F--		1				\$200.00		0.00			
10	4	10/29/12	10/29/12	M-F 12p-1p	CM-All	12-1p	M-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
M-F 12-1p															
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		11/04/12		M-----		1				\$200.00		0.00			
11	4	10/23/12	10/23/12	M-F 4-5p	CM-All	4-5p	-T-----	:30	1	\$250.00	3	0.00	NM	1	\$250.00
M-F 4-5p															
JUDGE JUDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/28/12		-T-----		1				\$250.00		0.00			
12	4	10/24/12	10/24/12	M-F 4-5p	CM-All	4-5p	--W----	:30	1	\$250.00	3	0.00	NM	1	\$250.00
M-F 4-5p															
JUDGE JUDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/28/12		--W----		1				\$250.00		0.00			
13	4	10/25/12	10/25/12	M-F 4-5p	CM-All	4-5p	---T---	:30	1	\$250.00	3	0.00	NM	1	\$250.00
M-F 4-5p															
JUDGE JUDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/28/12		---T---		1				\$250.00		0.00			
14	4	10/26/12	10/26/12	M-F 4-5p	CM-All	4-5p	----F--	:30	1	\$250.00	3	0.00	NM	1	\$250.00
M-F 4-5p															
JUDGE JUDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/28/12		----F--		1				\$250.00		0.00			
15	4	10/29/12	10/29/12	M-F 4-5p	CM-All	4-5p	M-----	:30	1	\$250.00	3	0.00	NM	1	\$250.00
M-F 4-5p															
JUDGE JUDY															



WDAE-TV

Print Date: 10/23/12

Page 3 of 4

Contract / Revision

571510 Flight Dates 10/23/12-10/29/12

Hiatus Dates

Original Date / Revision

10/23/12/ 10/23/12

Order Sep 00:15:00

Advertiser Martin/R/AG/MO

Product ED MARTIN FOR MO

Estimate # C23C29



WDAF-TV

Print Date: 10/23/12

Page 4 of 4

Contract / Revision

571510

Flight Dates 10/23/12-10/29/12

Hiatus Dates

Original Date / Revision

10/23/12/

10/23/12

Order Sep

00:15:00

Advertiser Martin/R/AG/MO

Product ED MARTIN FOR MO

Estimate # C23C29

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
27	4	10/26/12	10/26/12	M-F 9-10p	CM-All	9-930p (9:00 PM-9:30 PM)	----F--	:30	1	\$800.00	3	0.00	NM	1	\$800.00	
FOX NEWS AT 9																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	10/22/12	10/28/12	----F--			1	\$800.00			0.00						
28	4	10/25/12	10/25/12	Thursday Prime A	CM-All	7p-8p	---T---	:30	1	\$1,400.00	3	0.00	NM	0	\$0.00	
FOX Prime Thursday 7-8p																
X FACTOR RESULTS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	10/22/12	10/28/12	---T---			1	\$1,400.00			0.00						
Spot	Ch	Date Range	Description			Start/End Time				Weekdays	Length	Rate	Rtg	Type		
1	4	10/22/12-10/28/12	Thursday Prime A			7p-8p				---Th-----	:30	(\$1,400.00)	0.00	NM		
Credited																
29	4	10/24/12	10/24/12	World Series	CM-All	7p-CC	--W----	:30	1	\$1,900.00	3	0.00	NM	1	\$1,900.00	
World Series on FOX																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	10/22/12	10/28/12	--W----			1	\$1,900.00			0.00						
															Totals	
															23	\$8,425.00